Metro Markets '95

Nov 22 - Dec 17

2071443235

Presented To: Philip Morris, U.S.A.
120 Park Avenue
New York, NY 10017

Presented By: GMR MARKETING
16535 W. Bluemound Rd.
Brookfield, WI 53005

Date: November 15, 1995

Source: https://www.industrydocuments.ucsf.edu/docs/kjnm0004

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OBJECTIVES

- Create high brand visibility
- Encourage product trial via on-site pack purchase
- Stimulate retail
- Generate names for the Parliament database

LOCATION

Metro Markets

- New York City
- Philadelphia
- Boston

TIME FRAME

November 22 - December 16, 1995

THE PROMOTION

- **After-Work Parties** will be conducted from 5 pm to 8 pm on Wednesday, Thursday or Friday evenings. Activities include name generation, pack/VIP card sales and merchandise giveaways – bar materials and Party Zone signage will be present.
- **Blitz Parties** will be conducted Thursday, Friday or Saturday evenings at smaller bars/clubs that are important to reaching the Parliament demographic. Blitz Parties will operate for approximately one hour at three to four accounts per night from 9 pm to 1 am. Activities include name generation, pack/VIP card sales and merchandise giveaways – bar materials and Party Zone signage will be present.

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THE PROMOTION (cont.)

- **Party Zone Parties** will take place Thursday, Friday or Saturday evenings for approximately four hours per night. These promotions will take place in the larger bars/clubs and will incorporate all elements of the program, including special effect lighting and the digital postcard technology.

PROGRAM ELEMENTS

- GMR hired **cigarette sales persons will sell Parliament Lights** in the clubs during the promotion for $1.00 a pack – the only exception is Boston (see "Pack Sales" for Boston).
- **VIP Cards** will be included with a two pack purchase during all promotions. The VIP card will be good for:
  - Free long distance calling
  - Various club discounts such as reduced cover charge, etc.
  - Discounts at local area retail shops (see explanations by market)
- Parliament identified **bar materials** will be used by each Party Zone location – cups, napkins, coasters, bar organizers and menu boards.
- Parliament identified **banners, posters** and **permanent signage** will receive preferential placement.
- **Special effect lighting** featuring the Party Zone logo will be used at select clubs. Final schedule is being developed.
- All consumers who complete a survey will receive a **lighter** (survey incentive) and a **wristband** (to assist in identifying smokers 21+). **Name generation** is an integral part of all promotions.

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PROGRAM ELEMENTS (cont.)

- Parliament will **sponsor the club** to ensure tie-ins with entertainment/DJs and proper Parliament verbal promotion.
- The very popular **Polaroid shots** with photo jacket and **Parliament Instant Postcards** (where suitable) will be available to consumers who complete surveys.
- The Party Patrol will travel throughout all markets in **Parliament identified Mustang convertibles.**

SWEEPSTAKES

- The sweepstakes element will provide consumers who complete surveys in the New York and Philadelphia markets a chance to win a **1996 Blue Ford Mustang Convertible.** This will be communicated via the surveys, club posters and signage on the Party Patrol's Mustangs. State law prohibits a sweepstakes for the Boston market.

PROMOTIONAL ITEMS/INCENTIVES

- T-shirts: Parliament Party Zone identified.
- Caps: Blue baseball style caps with an embroidered Parliament.
- Gift Certificates to Ticketmaster, Tower Records and popular local retail stores.
- Gym/Duffle Bags
- Sunglasses

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NEW YORK

MARKET OVERVIEW

- Parliament Party Zone promotions in New York will take place at small to medium-sized "neighborhood" bars in the Upper East and West sides. Additionally, the Party Zone will visit clubs in the Long Island area on Friday, November 24th and Saturday, November 25th.
- GMR is presently working on two larger venues in New York and should have closure this week.
- All three types of promotions will take place in New York: Happy Hour, Blitz and full Party Zone.
- There will be two teams in the New York market, with an average of three promotions running per night. There will be a Blitz team and a Party Zone team active every Thursday through Saturday night.
- There will be two Mustangs operating in New York.

PACK SALES same as Miami

- GMR is securing proper documentation from city and state officials to conduct tobacco sales in the clubs/bars. Three things are needed to do this: authorization to do business in the state of New York, a retail sales permit to sell tobacco products and a sales and tax identification number.
- GMR will purchase product directly from the distributor. GMR is awaiting further guidance from PM regarding final accounting procedures for product purchase and buy down.

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NEW YORK

PACK SALES (cont.)

- Vending and over-the-counter permits are different (unlike Florida which was one permit only). GMR has talked to every venue regarding over-the-counter sales and have several who are applying for the proper permit. We will continue to discuss this with venues who prefer to remain vending only. The primary reason for resisting over-the-counter sales are that it is easier for the venue and it doesn't take any time away from their bar staff.
- Venues with vending permits only will stock Parliament Lights in their machines.
- All venues have agreed to allow GMR to sell Parliament Lights for $1.00 a pack during promotional hours. Cigarette sales will be conducted from the central Party Zone table and by roaming cigarette salespersons.
- GMR is awaiting further guidance from PM regarding final accounting procedures for product purchase and buy-down.

VIP CARD DISCOUNTS signage in window of park stores

HMV Records	15% off on all non-sale items
Express Car & Limousine Service	10% discount on limousines
Waynes World of Fashions, Inc.	10% discount on any clothing, shoes for men or women
Manny's Car Wash	Free admission Sunday through Wednesday except for 11/29 & 11/20

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NEW YORK

VIP CARD DISCOUNTS (cont.)

Atomic Wings Restaurants	10% discount off any takeout, delivery or in-house order at all four locations
Spanky's	7:30-10 pm – $7.50 all you can drink draft beer every Friday & Saturday.

+ more sales/discounts

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PARLIAMENT PARTY ZONE

METRO MARKETS '95

MARKET: NEW YORK				METHOD OF RETAIL SALES	
CLUB NAME	HAPPY HOUR	PARTY ZONE	BLITZ	VENDING	OVER THE COUNTER
Easy Street			✔	✔	
Spanky's 22nd			✔		✔
Who's on First			✔	✔	
Manny's Car Wash	✔				
Polly Esther's (2 Locations)		✔			Acquiring License
Bear Bar 22nd		✔		✔	
Bar None		✔			Acquiring License
The Deadline	✔			✔	
Sweet Melissa's			✔	✔	
Zoo Bar NYC			✔		Acquiring License
The Big Easy - Long Island 24th		✔			
Sprats - Long Island 24th	✔				
Malibu - Long Island 25th ?		✔			
Ski Bar (TBD)					
Webster Plaza (TBD) 25th ?					
Irving Plaza ~~(TBD)~~ YES					

- Aquarium Rescue
- Festival
- Bootsy Collins

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PHILADELPHIA

MARKET OVERVIEW

2-3 promotions a night

- Philadelphia Parliament Party Zone promotions will center around large scale nightclubs in the downtown area and the near-city suburbs of Essington, Plymouth, Manyunk, Pennsylvania and Cherry Hill, New Jersey. Blitz and Happy Hour promotions will take place in the medium-sized bars in the South Street area of Philadelphia.
- There will be two teams in the Philadelphia market, with an average of three promotions running per night.
- Extensive opportunities exist to utilize special lighting technologies and the Parliament Instant Postcards in this market. Schedules are being finalized.

PACK SALES

similar to NY

- Product purchase and sales will be executed exactly like New York, except there are no city permits required – state only.
- There is one exception to the process – due to local law, Iguana Beach Club in New Jersey will have to purchase product and sell it themselves. GMR will work with their staff in facilitating the buy-down. GMR cannot sell the product
- The over-the-counter versus vending environment is very different from New York. There are no clubs/bars in Philadelphia, that we have seen, that presently sell over-the-counter and none are interested in doing so – owners give the same reasons as in New York. However, it appears that the vending industry has a tight monopoly on pack sales in bars/clubs.

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PHILADELPHIA

VIP DISCOUNTS

Zipperhead	10% off any full priced merchandise
Amarcord Vintage	10% off clothing purchase
Sub Zero Skate & Snowboard Shop	20% off select winter jackets & snowboard attire.
CD's to Go	10% off all new and imported CD's
Cafe' Bar	10% off coffee drinks and cappuccinos
Bangles & Beads	20% off any single purchase
HMV Records	15% off on all non-sale items
Maui Entertainment	$1.00 off admission Friday nights
Fubar	No cover before 11:00 pm
Brownie's	No cover before 11:00 pm
Iguana Beach Club	No cover before 11:00 pm (except on Tuesdays)

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PARLIAMENT PARTY ZONE

METRO MARKETS '95

MARKET: PHILADELPHIA				METHOD OF RETAIL SALES	
CLUB NAME	HAPPY HOUR	PARTY ZONE	BLITZ	VENDING	OVER THE COUNTER
Fubar		✔		✔	
Maui	✔	✔		✔	
The Lagoon		✔		✔	
Iguana Beach Club		✔			✔
Brownie's - Plymouth		✔		✔	
Mako's			✔	✔	
Chaser's, Inc.			✔	✔	
The Company Bar			✔	✔	
Khyber Pass			✔	✔	
Nick's Place	✔			✔	

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Metro Markets '95

BOSTON

MARKET OVERVIEW

- Party Zone promotions in Boston will take place at medium-sized bars/clubs that are concentrated in the downtown Boston area and the near-city suburbs of Allston and Brighton.
- Most of the bars/clubs are clustered around attractions such as Faneuil Hall, the Fleet Center, and Copley Square. Because of the close proximity of the bars, people tend to visit many bars in one night.
- All three types of promotions will take place in Boston: Happy Hour, Blitz and full Party Zone.
- There will be two teams in the Boston market, with an average of three promotions running per night.

having trouble selling program → pack sales

PACK SALES

- State law does not allow for the sale of tobacco products by anyone other than the bearer of a tobacco sales permit and only owners of establishments within Massachusetts can obtain a permit.
- GMR will not sell product in Boston. Product will be sold by the venue. In most cases, GMR will hire an off-duty club employee to perform this function from the Party Zone table.

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BOSTON

PACK SALES (cont.)

- Participating venues will purchase the product and GMR will supplement the buy-down from the wholesale price. All venues have an over-the-counter permit (different from the vending permit) however, many have agreed to only do over-the-counter during promotional hours. They plan to return to vending when we are not there. We are working on this and hope to convince them that over-the-counter is not as difficult as they believe.
- The venue, in conjunction with the GMR on-site manager, will provide accounting for each night's sales – this will be used to reimburse them for the buy-down.

VIP CARD DISCOUNTS

HMV Records	15% off on all non-sale items
Soap-A-Rama	Purchase the 10 visits package on tanning and get one free or 5 weeks for $45.00 unlimited. 15% off drycleaning
Boston Paintball	100 rounds of paint free with game session
Dad's Bean Town	10% off apparel
NYC Juke Box	$2.00 off cover charge
EZ Rider Snowboard Supply	5% off any purchase

+ Club discounts

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PARLIAMENT PARTY ZONE

METRO MARKETS '95

MARKET: BOSTON				METHOD OF RETAIL SALES	
CLUB NAME	HAPPY HOUR	PARTY ZONE	BLITZ	VENDING	OVER THE COUNTER
NYC Jukebox		✔			✔
Jose McIntyre's	✔				✔
Dad's Bar		✔			✔
Hong Kong		✔			✔
Avenue C		✔			✔
Who's on First		✔			✔
Rhinoceros		✔			✔

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